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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al.

Serial No.: 09/474,539

Filed: December 29, 1999

For: METHODS AND SYSTEMS
FOR ANALYZING
MARKETING CAMPAIGNS

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Art Unit: 2163
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Examiner: Andre D. Boyce
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AMENDMENT

Hon. Commissioner for Patents
Washington, D.C. 20231

In response to the Office Action dated April 9, 2002, please amend the above-identified patent application as follows:

IN THE CLAIMS

Please cancel Claim 10.

5. (once amended) A method according to Claim 1 wherein said step of profiling results of the marketing campaign further comprises the step of capturing graphically, clusters of data built using statistical procedures.

11. (once amended) A system configured to analyze success of a marketing campaign, said system comprising:

a customer database comprising campaign results and an original campaign database;

a graphical user interface for presentation of campaign analysis data; and

user defined models of predicted customer profiles,